



2024 PA Farm Show Media Kit

The 108th PA Farm Show is just around the corner, January 6-13, 2024. We hope you'll come in from the cold to experience the Pennsylvania State Fair™! Encounter one million square feet of compelling stories featuring people from YOUR coverage area and across the state, and enjoy a feast for the eyes, ears, and taste buds at the PA Farm Show Complex and Expo Center in Harrisburg.

THE EVENT

The Pennsylvania Farm Show draws scores of visitors to our capital city every January to connect with the people and products who make Pennsylvania agriculture great. We are proud to host the largest indoor agricultural expo in the nation, featuring nearly 6,000 animals, 12,000-plus competitive events and exhibits, plus nearly 250 commercial exhibits and hundreds of educational and entertaining events, celebrating how we are *Connecting Our Communities*. Our state fair showcases the diversity and quality of Pennsylvania's agriculture industry, the innovative people who make it thrive, and the faces of our proud past and promising future. The show offers visitors a peek into the industry that supports 593,000 Pennsylvania jobs and contributes \$132.5 billion to Pennsylvania's economy every year.

The 2024 show runs **January 6-13 from 8 a.m. to 9 p.m. daily**, except Sunday, January 7, when it runs 8 a.m. to 8 p.m., and Saturday, January 13, when it opens at 8 a.m. and closes at 5 p.m. The GIANT Expo Hall Food Court will be open from 12 p.m. to 9 p.m. on Friday, January 5. No other areas or events are open to the public that day. Admission is free. Parking is \$15 per vehicle.

THE THEME

Connecting Our Communities

The Pennsylvania Department of Agriculture invites you to join us in Harrisburg to connect with the people who make Pennsylvania agriculture great – whether they produce potatoes, flowers, hemp, or cattle on rolling rural hillsides; cultivate honey

on urban rooftops, or basil in a vertical farm in a converted warehouse; whether they run a family-owned craft brewery, four-star farm-to-table restaurant, vineyard, riding stable, creamery, or Christmas tree farm.

You'll meet the incredible diversity of communities that grace Pennsylvania's agricultural landscape, and the youth who will shape our future and feed us tomorrow. You can learn how Pennsylvania is connecting them with funding, technology, and know-how to innovate, thrive and continue leading the nation and the world. And you can see up-close with why Pennsylvania is at the forefront of organic agriculture, conservation, young farmers, and so much more.



Photo: Students from Paxinosa Elementary in Easton unveil the logo for the 2024 Farm Show, as Agriculture Russell Redding announced the show's theme, *Connecting Our Communities*, at Eat Real Food Mobile Market on Sept. 27, 2023. [PACast](#)

RELEASES, RESULTS, AND PHOTOS

Releases in advance of the show, as well as daily news releases, competitive results and photos, will be posted to farmshow.pa.gov under 2024 PA Farm Show > Media. Links to our social media accounts are there, too.

Email shpowers@pa.gov to receive daily Farm Show updates, including releases, advisories, daily highlights, previews of coming attractions, and links to photos and competition results. Please include a phone number. If you subscribe, we'll also include you in distribution of [PA Cast](#), which includes photos, video, and press releases of popular events like the Butter Sculpture Unveiling, Opening Ceremony and Army-Navy Cookoff.

Social media:

- Follow our PA Farm Show hashtags:
 - #PAFS2024 (For all things PA Farm Show 2024!)
 - #PAFarmShow
 - #ConnectingOurCommunities
 - #FarmShowSelfie (People from your area, posing just for you!)
 - #ButterSculpture24 (Need we say more?)
 - #FSCulinaryConnection or #PAPreferred (For all things related to the PA Preferred® Culinary Connection cooking stage)
- Tag us! If you tag us in your posts about the show, we'll share your stories.
 - Facebook: Pennsylvania Farm Show (@PAFarmShow)
 - Twitter: Farm Show Complex (@FarmShowComplex)
 - Instagram: Pennsylvania Farm Show (@PAFarmShow)

PLANNING

The [daily schedule](#) is subject to change, so check before you head out the door. If you're in doubt about an event, or you'd like to know who's competing from your coverage area, give us a call.

Here are some [NEW events and features](#) you might want to check out. Keep an eye out for our releases and advisories between now and the show — we'll keep you abreast of great stories your readers, viewers or listeners won't want to miss.

PRESS PARKING PASSES

There is no official press credentialing process for the Farm Show, but we ask you to wear or display your identification when in and around the complex. For safety reasons, media may not be allowed in arenas during some competitive events.

We offer complimentary parking for media covering the show. There is no reserved media parking, but the fee will be waived if you have a media parking pass. To request a pass, please email shpowers@pa.gov with **Farm Show Parking Pass** in the subject line **by Monday, December** , and we will mail you a parking pass. **Please include your email address, phone number, mailing address, and media outlet you represent.**

Please do not transfer passes to non-media – the event relies on parking revenue to help fund a safe, quality event, and keep the lights and heat on!

CONTACT US

We can help set up interviews with Department of Agriculture officials or connect you with contacts, competitors, exhibitors and story ideas from your coverage area.

If we can help you localize a story for your coverage area — say, a competitor with a riveting personality or unique story, a Culinary Connection featured chef, National Anthem Contest winner, youth competitor, or a PA Preferred® producer in your area — just give us a buzz or stop by.

During Farm Show, look for us in Skybox 2, the Lancaster Room, overlooking the Small Arena (stairwell entrances are at either end of the Commonwealth Connector). The Media Room will be next door in Skybox 3, the Pittsburgh Room, to provide you a quiet working space to file your stories.

**For press inquiries:
Shannon Powers, Press Secretary**

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